

SAN MATEO.

LOCATION, ATTRACTIONS, ADVANTAGES.

Information for the Visitor or Home-seeker.

Location.

San Mateo, Putnam County, is situated on the east bank of the St. Johns River, and 90 feet above it. The highest point in Florida, east of the St. Johns river, which is one-half mile wide at this point.

Five miles from Palatka, our county seat, (city of 4,000), 28 miles from St. Augustine and about 75 miles from Jacksonville.

The terminus of a branch of the Florida East Coast Railway. The depot being three-quarters of a mile from the river wharf.

Advantages and Attractions.

San Mateo has good shelled roads and miles of hard sidewalks. Beautiful wateroaks line both sides of streets, and meet overhead in many

places. The place is incorporated, but no town taxes have been collected for over ten years; the many public improvements are made by the push and generosity of the citizens and pulling together. The state and county taxes are about 20 mills on about one-third valuation.

Good hunting and fishing, deer, turkey, ducks and quail, black bass and other Florida fresh water fish.

Good boarding house, Byrlyn Place, open winters; rates eight to ten dollars per week; \$2.00 day.

Six thousand people went through the San Mateo Fruit Company's grove here last season.

One of the best advantages San Mateo enjoys is transportation; being on both river and rail is an advantage that few Florida points enjoy. The past season, for instance, railroads and terminals at Jacksonville were more than congested and fruit shipped from points down the central part of the state was, in some cases, three weeks getting to Jacksonville, en route to northern markets, and did not bring enough to pay freight, while San Mateo shippers, at same time, would ship from here one day and have fruit go out of Jacksonville on the Clyde ship the next. This little matter this season alone was worth thousands of dollars to the San Mateo growers and the homeseeker will do well to bear in mind transportation and cheap rates that come with competition, in selecting a Florida location.

The population is about 350, who came mostly from the northern states. As a class they are men of means, progressive and sociable. Have a better class of homes than can be found in any place in the south of its size. The buildings kept painted and grounds in good order.

Healthfulness.

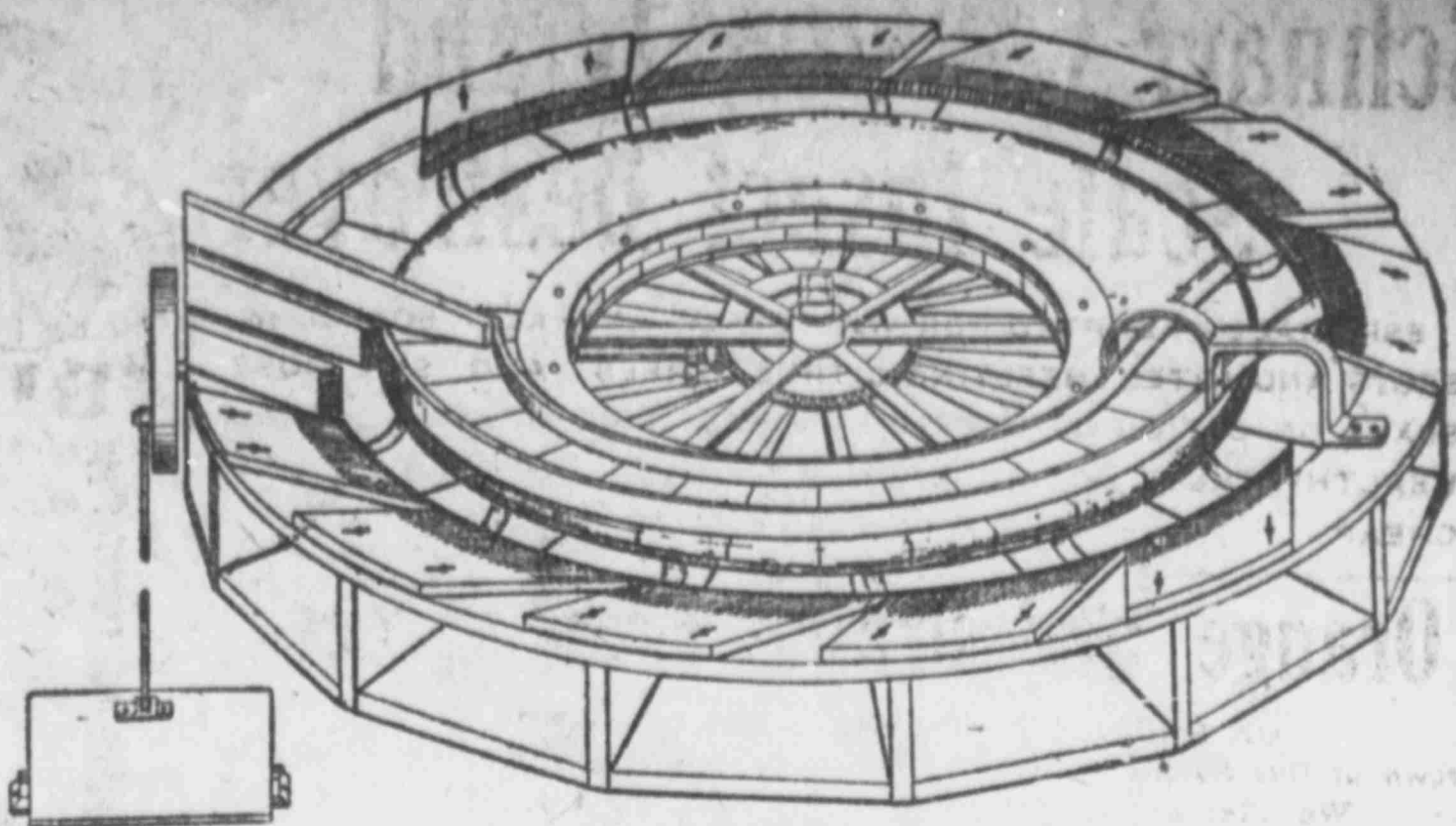
On account of its high altitude, there is no healthier spot in Florida for all the year round or for the winter visitors. For those who come to Florida on account of health, many find this higher altitude, dry and balmy air is better than the lower, more harsh air found in salt water sections.

Business.

The principle business is orange growing. Some 400 acres in groves are here, and as this proves profitable, there is not much attention paid other crops, although there are some vegetables grown for shipment and

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cattle and hogs seem to be profitable.

As an instance for profit in a good orange grove, Mr. B. F. Dotney, from less than seven acres last season, shipped \$6,200 worth of fruit.

Soil.

The soil varies a great deal from high pine to low and high hammock, all within a mile, so that lands for any purpose or crops can be secured.

San Mateo can be reached from Jacksonville by Florida East Coast railway or Beach and Miller line steamers (see time tables elsewhere in this paper). The Clyde's St. Johns river steamers arrive here about 10 p. m. so do not advise this route. Fare B. & M. line \$1.25; railroad \$2 from Jacksonville.

Launch Rainbow leaves Palatka every afternoon at 1:30. Lucas line steamers 2:30 p. m., every day but Sunday.

B. & M. line from Palatka 3 p. m. Tuesdays, Thursdays and Saturdays, and three trains daily on F. E. C. railway. Fare from Palatka 25 cents any route.

SAN MATEO CIGARS.

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